

# Business Administration Occupations Labor Market Information Report Monterey Peninsula College

Prepared by the San Francisco Bay Center of Excellence  
for Labor Market Research  
11/29/2018

## Recommendation

Based on all available data, there appears to be an undersupply of Business Administration workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). The gap is about 9,135 students annually in the Bay region and 1,587 students annually in the SC-Monterey sub-region.

There is a labor market gap in the Bay region with 11,354 annual openings for Business Information Worker Occupations and 2,219 annual awards for an annual undersupply of 9,135. In the SC-Monterey sub-region, there is also a gap with 1,783 annual openings and 196 annual awards for an annual undersupply of 1,587.

## Introduction

This report profiles Business Administration Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Monterey Peninsula College.

- **First-Line Supervisors of Retail Sales Workers (SOC 41-1011):** Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.  
*Entry-Level Educational Requirement: High school diploma or equivalent*  
*Training Requirement: None*  
*Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%*
- **First-Line Supervisors of Non-Retail Sales Workers (SOC 41-1012):** Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties, such as budgeting, accounting, and personnel work, in addition to supervisory duties.  
*Entry-Level Educational Requirement: High school diploma or equivalent*  
*Training Requirement: None*  
*Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%*
- **General and Operations Managers (SOC 11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors.  
*Entry-Level Educational Requirement: Bachelor's degree*

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%

## Occupational Demand

**Table 1. Employment Outlook for Business Administration Occupations in Bay Region**

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
First-Line Supervisors of Retail Sales Workers	31,954	31,885	(69)	(0%)	17,351	3,470	\$12.46	\$18.12
First-Line Supervisors of Non-Retail Sales Workers	9,835	10,177	341	3%	4,879	976	\$15.37	\$26.87
General and Operations Managers	69,406	75,261	5,854	8%	34,540	6,908	\$26.76	\$61.17
<b>Total</b>	<b>111,196</b>	<b>117,323</b>	<b>6,127</b>	<b>6%</b>	<b>56,770</b>	<b>11,354</b>	<b>\$21.64</b>	<b>\$45.77</b>

Source: EMSI 2018.4

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Business Administration Occupations in SC-Monterey Sub-Region**

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
First-Line Supervisors of Retail Sales Workers	5,489	5,362	(127)	(2%)	2,897	579	\$12.27	\$17.18
First-Line Supervisors of Non-Retail Sales Workers	1,484	1,544	61	4%	750	150	\$14.94	\$23.98
General and Operations Managers	10,815	11,627	812	8%	5,268	1,054	\$25.84	\$60.04
<b>TOTAL</b>	<b>17,788</b>	<b>18,534</b>	<b>746</b>	<b>4%</b>	<b>8,915</b>	<b>1,783</b>	<b>\$20.75</b>	<b>\$43.81</b>

Source: EMSI 2018.4

**SC-Monterey Sub-Region** includes Monterey, San Benito, and Santa Cruz Counties

## Educational Supply

There are 28 community colleges in the Bay Region issuing 2,219 awards annually on TOP 0505.00 – Business Administration. There are three colleges issuing 196 awards annually on this TOP code in the SC-Monterey sub-region.

**Table 7. Awards on TOP 0505.00 - Business Administration in the Bay Region**

College	Sub-Region	Headcount	Associates	Certificates	Total
Alameda	East Bay	n/a	44	1	45
Berkeley City	East Bay	n/a	22		22
Cabrillo	Santa Cruz & Monterey	n/a	51		51
Canada	Mid-Peninsula	n/a	38	0	39

Business Administration Occupations in 12 County Bay Region and in SC-Monterey, 2018

Chabot	East Bay	33	91		91
Contra Costa	East Bay	217	13		13
DeAnza	Silicon Valley	3,123	255	31	286
Diablo Valley	East Bay	2,810	191	22	213
Evergreen Valley	Silicon Valley	n/a	122		122
Foothill	Silicon Valley	2,085	75		75
Gavilan	Silicon Valley	n/a	27	1	29
Hartnell	Santa Cruz & Monterey	n/a	65		65
Laney	East Bay	93	92	33	126
Las Positas	East Bay	n/a	69		69
Los Medanos	East Bay	n/a	51		51
Marin	North Bay	149	29		29
Merritt	East Bay	n/a	9		9
Mission	Silicon Valley	n/a	52		52
Monterey	Santa Cruz & Monterey	464	70	10	80
Napa	North Bay	n/a	36		36
Ohlone	East Bay	n/a	104		104
San Francisco	Mid-Peninsula	n/a	26		26
San Jose City	Silicon Valley	n/a	82		82
San Mateo	Mid-Peninsula	n/a	79		79
Santa Rosa	North Bay	n/a	145		145
Skyline	Mid-Peninsula	n/a	86	3	89
Solano	North Bay	n/a	70	10	80
West Valley	Silicon Valley	386	103	9	112
<b>Total Bay Region</b>		<b>9,360</b>	<b>2,098</b>	<b>121</b>	<b>2,219</b>
<b>Total SC-Monterey Sub-Region</b>		<b>464</b>	<b>186</b>	<b>10</b>	<b>196</b>

Source: IPEDS, Data Mart and Launchboard

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCC Data Mart.

## Sources

O\*Net Online  
 Labor Insight/Jobs (Burning Glass)  
 Economic Modeling Specialists International (EMSI)  
 CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)  
 Statewide CTE Outcomes Survey  
 Employment Development Department Unemployment Insurance Dataset  
 Living Insight Center for Community Economic Development  
 Chancellor's Office MIS system

## Contacts

Business Administration Occupations in 12 County Bay Region and in SC-Monterey, 2018  
 Page 3 of 3

For more information, please contact:

- Doreen O'Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 452-5529